# SHRADDHA CHAUHAN

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## SUMMARY

Business Analyst with 1+ years of experience supporting enterprise data, reporting, and process improvement initiatives. Background includes working with SQL, Python, R, and tools like Power BI and Tableau to explore trends, automate reports, and support business decisions. Skilled in cleaning and analyzing complex datasets, uncovering patterns in large volumes of data, and translating analysis into clear, actionable recommendations for stakeholders. Focused on using data and technology to support forward-looking business decisions, with growing experience in cloud platforms and applied machine learning.

## EDUCATION

**Master of Science-** *Business Analytics – The University of Texas at Arlington, USA -(GPA: 3.9/4.0)*                    **Dec 2025**
*Course Work:* Database Management Systems, Big Data (Hadoop & Spark), Analytics & Decision Analysis, Applied Statistics & Visualization for Analytics, Data Warehousing and Data Mining, HR Metrics and Analytics, Business and Economic Forecasting, Data Science, Cloud Computing, Advanced Web Development, MIS/Data Processing
**Bachelor of Technology-** *Electronics and Communication Engineering- SRM Institute of Science and Technology, India*                    **May 2021**

## SKILLS

**Languages & Tools:** SQL, Python, R, Power BI, Tableau, C++, Looker (basic), Excel (Pivot, VBA), GitHub.
**Big Data & Cloud:** Hadoop, Hive, Apache Spark, Databricks, Google Cloud Platform (BigQuery), AWS (Lambda, S3), Azure.
**Libraries & Frameworks:** Scikit-Learn, Pandas, NumPy, Matplotlib, Seaborn, NLTK, Tidyverse, Scipy.
**Machine Learning:** Classification, Regression, Clustering, Feature Engineering, Fraud/Anomaly Detection.
**Technical Competencies:** Business Requirements Gathering, Predictive Modeling, Data risk management, A/B Testing, ETL Automation, CRM Analytics, Statistical Testing, LLM exposure, Data Wrangling, Data Cleaning, Documentation, Technical consultancy, Process assessment, Client collaboration.

## WORK EXPERIENCE

**The University of Texas at Arlington**                    **January 2025 – Present**
*Business Analysis Graduate Teaching Assistant*                    *United States*
- Improved accuracy in coursework projects by 25% by developing and debugging **15+ Python scripts** for time-series forecasting and data analysis.
- Instructed **300+ graduate students** on tools like Jupyter, Excel, and Tableau, emphasizing structured scripting, code accuracy, and data integrity.
- Collaborated on 3 faculty-led research projects, implementing **machine learning models**, automation techniques, and documenting architecture-related code logic.

**Capgemini**                    **January 2023 - October 2023**
*Jr. Data Analyst*                    *India*
- Delivered insights on redemption trends by querying millions of records using **SQL, PivotTables, and VLOOKUP**, ensuring data quality in financial systems.
- Collaborated with product managers, data engineers, and finance analysts to standardize data management practices and enhance reporting workflows in a high-volume environment.
- Designed and optimized SQL pipelines and data models to automate financial KPI dashboards, enhancing reporting speed and **accuracy by 30%** for executive stakeholders.
- Saved **12+ weekly hours** for business teams by automating manual workflows and enhancing dashboard functionality for non-technical users.

**Abhyaz**                    **January 2022 - December 2022**
*Data Analyst Intern*                    *Remote*
- **Improved marketing campaign planning by 20%** by building Power BI dashboards and predictive models to identify top-selling product categories and seasonal demand shifts.
- Increased reporting efficiency across various departments by creating Excel VBA automation tools and integrating data pipelines.
- **Reduced reporting errors by 40%** by debugging SQL queries and conducting variance analysis, ensuring accurate weekly sales reports extracted from MySQL.

## PROJECTS

**AI-Powered Aviation Chatbot** *(Second Prize – UTA Business Symposium 2025)* | [GitHub](#)
- Built a Generative AI chatbot (OpenAI GPT + Streamlit) that let users query flight delays, fuel use, and route insights in natural language, reducing manual analysis time by **60%**.
- Integrated **predictive models** (LSTM for delay prediction, ARIMA for fuel usage forecasting) to enhance chatbot intelligence and user utility.
- Deployed on AWS (Lambda, API Gateway, S3) with real-time ingestion, demonstrating a **cloud-native design scalable to 10K+ queries/day**.

**Real-Time ETL Pipeline with Monitoring Dashboard** | *Python, Apache Kafka, PostgreSQL, Redis, Airflow, Streamlit, Plotly, Docker* | [GitHub](#)
- Designed an automated ETL pipeline connecting raw files, APIs, and web-scraped feeds, cutting **data preparation time from hours to minutes**.
- Built a Streamlit + Plotly dashboard with animated metrics and error tracking, giving operations teams **real-time visibility into 100K+ records daily**.
- Deployed PostgreSQL warehouse with Redis caching and Airflow orchestration, enabling **99.9% uptime** and near real-time insights for downstream analytics.

**Layoffs Data Analysis** | *SQL, Window Functions, Data Cleaning* | [GitHub](#)
- Cleaned and structured a real-world layoffs dataset, applying SQL window functions (ROW_NUMBER + PARTITION BY) to **eliminate 1,200+ duplicate records**.
- Built staging tables to preserve raw integrity, ensuring **auditability and reproducibility** for downstream analysis.
- Prepared dataset for KPI-driven dashboards on layoff trends by company, industry, and time; enabling insights into **cost-cutting patterns during downturns**.

**Customer Churn Prediction** | *Random Forest, Extra Trees, Scikit-learn, Python* | [GitHub](#)
- Built classification models (Random Forest, Extra Trees) that predicted telecom customer churn with **82% accuracy and 0.79 F1-score**.
- Preprocessed data with One-Hot Encoding + stratified sampling, improving fairness across customer groups.
- Identified top churn drivers (Age, Balance, Activity level), helping business stakeholders simulate retention actions that could **reduce churn risk by ~15%**.

**HR Attrition Dashboard** | *Power BI, DAX, Power Query* | [GitHub](#)
- **Problem:** High attrition rates across departments reduced workforce stability and increased rehiring costs.
- **Approach:** Analyzed 1,451 employee records using Power BI, creating KPIs and **DAX measures** to uncover patterns by income, work-life balance, and promotion history.
- **Insights:** Identified high-risk groups (employees with excessive overtime and limited promotions).
- **Impact:** Helped HR prioritize retention strategies that could lower attrition by targeting specific roles and demographics.

**Airbnb NYC Dashboard** | *Excel, Tableau, Mapbox* | [GitHub](#)
- Built an interactive Tableau dashboard analyzing **48K+ Airbnb listings** across NYC by neighborhood, room type, pricing, reviews, and host activity.
- Created KPIs and geo-visualizations (Mapbox heatmaps, seasonality trends, review frequency) that highlighted **average price differentials of up to 40% between neighborhoods**.
- Identified peak booking periods and high-demand areas (e.g., Tribeca, SoHo), providing insights for hosts to **optimize pricing strategies and increase occupancy rates by ~15%**.

**SAP S/4HANA Sales Order Enhancement** | *Requirements Engineering, SAP Fiori, BRF+* | [GitHub](#)
- **Problem:** Manual sales order approval process in **SAP S/4HANA** led to processing delays and reduced customer satisfaction.
- **Actions:** Conducted stakeholder analysis, user story mapping, and **GAP assessment**; proposed **SAP BRF+ workflow automation** and e-commerce platform integration to streamline approvals.
- **Results:** Documented a complete functional specification aligning with SAP capabilities and business goals, targeting a **40% reduction** in order processing time.

**A/B Testing Analysis – Landing Page Conversion Experiment** | *Python, Pandas, Seaborn, Scipy, Statsmodels* | [GitHub](#)
- **Problem:** Marketing team needed to determine if a redesigned landing page increased customer conversion.
- **Approach:** Conducted hypothesis testing (two-proportion Z-tests) and subgroup analysis segmented by time of day and weekday vs. weekend traffic.
- **Insights:** Discovered that the new landing page showed a **6.8% lift in conversion during weekdays**, while weekend performance remained flat.
- **Impact:** Recommended reallocating ad spends toward weekday campaigns, projected to **increase overall conversions by 12% without additional budget.**

## HONORS/ACHIEVEMENTS

**Selected Presenter – Fashion AI Poster, UTA Annual Analytics Symposium 2024**
Led a 3-member team in developing a Fashion AI tool that combined color analysis, trend forecasting, and personalization algorithms for a smart and sustainable shopping experience. The project received recognition for proposing a sustainable shopping model aimed at reducing fashion waste and improving customer satisfaction through data-driven recommendations.

**Project Lead – Assistive Navigation System for the Visually Impaired, SRMIST 2021**
Piloted a cross-functional team of 5 to create a low-cost navigation device prototype for the visually impaired, incorporating user feedback and improving independent movement by 60%. Managed the project timeline, teamwork, and technical tasks, delivering a practical solution that supported accessibility and everyday use.

## CERTIFICATIONS

- **Google Data Analytics Certificate-** Data Analysis, Spreadsheets, SQL, R, Tableau, Data Cleaning, Data Visualization
- **SAP Business Analyst Professional Certificate-** SAP S/4HANA, BRF+, Fiori, Requirements Gathering, GAP Analysis, Business Process Mapping
- **Data Analyst Virtual Experience Program (Accenture – Forage)-** Data Cleaning, Storytelling, Business Development, Data Modeling, Data Visualization, Presentation Skills